

SAMPLING PROGRAM - (All figures are 8 week totals)

<u>SAMPLE 20's</u>	Total 20's Distributed by S/R's & MGRS	Cost Of Sample 20's + Carriers	Total Cost
JACKSONVILLE	11,400	.84	\$ 9,576.00
KANSAS CITY	<u>18,600</u>	.84	<u>15,624.00</u>
TOTAL	30,000		\$25,200.00

<u>BROCHURES</u>	Total Brochures	Cost Of Brochures	Total Cost
JACKSONVILLE	11,400	.08	\$ 912.00
KANSAS CITY	<u>18,006</u>	.08	<u>1,440.00</u>
TOTAL	29,406		\$2,352.00

<u>SAMPLE 6's</u>	Total 6's Distributed By P/T Samplers	Cost Of Sample 6's + Carriers	Total Cost
JACKSONVILLE	96,000	.56	\$ 53,760.00
KANSAS CITY	<u>128,000</u>	.56	<u>71,680.00</u>
TOTAL	224,000		\$125,440.00

<u>PART TIME SAMPLERS</u>	<u>Number</u>	Total Hourly	Hourly Cost	Total Cost
JACKSONVILLE	6	1,200	\$ 6.00	\$ 7,200
KANSAS CITY	<u>8</u>	<u>1,600</u>	<u>6.00</u>	<u>9,600</u>
TOTAL	14	2,800	\$12.00	\$16,800

Sampling Program - Total Cost	JACKSONVILLE	\$169,792.00
	KANSAS CITY	<u>71,448.00</u>
		98,344.00

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